

ORDER



Orders
Order / Rev: 69347
Alt Order #: /Brad
Product Desc:
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	49	\$8,940.00	\$7,599.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	49	\$8,940.00	\$7,599.00	0.00
Totals	49	\$8,940.00	\$7,599.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WLYH CW15	5%	\$8,940.00
Market	100%	\$178,800.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$169,860.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M- TF- -	1:00	2	\$70.00	P-2	0.00	NM	2	\$140.00
N 2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 6	WLYH	11/01/12	11/05/12		CM	1p-2p	M- TF- -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00

Order / Rev: 69347
 Alt Order #: /Brad
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Obama/D/President
 Product Desc:
 Estimate:

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																																						
				M-F 1p-2p M-F 1p-2p																																																																																	
N 7	WLYH	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M--TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00																																																																						
N 8	WLYH	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M--TF--	1:00	2	\$160.00	P-2	0.00	NM	2	\$320.00																																																																						
N 9	WLYH	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M--TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00																																																																						
N10	WLYH	11/01/12	11/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	M--TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00																																																																						
N11	WLYH	11/01/12	11/05/12	M-F 6p-7p M-F 6p-7p	CM	6p-7p	M--TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00																																																																						
N12	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato Sa 7p-8p	CM	7p-8p	-----S-	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00																																																																						
N13	WLYH	11/01/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M--TF--	1:00	2	\$550.00	P-2	0.00	NM	2	\$1,100.00																																																																						
N14	WLYH	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--TF--	1:00	4	\$400.00	P-2	0.00	NM	6	\$2,200.00																																																																						
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>1</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p See MG 14.5, 14.6, 14.7, 14.8 [Preempted by NSM]</td><td>730p-8p</td><td>M--ThF----</td><td>1:00</td><td>(\$400.00)</td><td>0.00</td><td>NM</td></tr><tr><td>3</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p See MG 14.5, 14.6, 14.7, 14.8 [Preempted by NSM]</td><td>730p-8p</td><td>M--ThF----</td><td>1:00</td><td>(\$400.00)</td><td>0.00</td><td>NM</td></tr><tr><td>5</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]</td><td>730p-8p</td><td>M--ThF----</td><td>1:00</td><td>\$400.00</td><td>0.00</td><td>NM</td></tr><tr><td>6</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]</td><td>730p-8p</td><td>M--ThF----</td><td>1:00</td><td>\$400.00</td><td>0.00</td><td>NM</td></tr><tr><td>7</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>Sat Reg 1 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]</td><td>8p-9p</td><td>-----Sa--</td><td>1:00</td><td>\$300.00</td><td>0.00</td><td>NM</td></tr><tr><td>8</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>Sun Reg 2 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]</td><td>8p-9p</td><td>-----Su</td><td>1:00</td><td>\$300.00</td><td>0.00</td><td>NM</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.5, 14.6, 14.7, 14.8 [Preempted by NSM]	730p-8p	M--ThF----	1:00	(\$400.00)	0.00	NM	3	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.5, 14.6, 14.7, 14.8 [Preempted by NSM]	730p-8p	M--ThF----	1:00	(\$400.00)	0.00	NM	5	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	730p-8p	M--ThF----	1:00	\$400.00	0.00	NM	6	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	730p-8p	M--ThF----	1:00	\$400.00	0.00	NM	7	WLYH	11/01/12-11/05/12	Sat Reg 1 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	8p-9p	-----Sa--	1:00	\$300.00	0.00	NM	8	WLYH	11/01/12-11/05/12	Sun Reg 2 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	8p-9p	-----Su	1:00	\$300.00	0.00	NM
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																																																												
1	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.5, 14.6, 14.7, 14.8 [Preempted by NSM]	730p-8p	M--ThF----	1:00	(\$400.00)	0.00	NM																																																																												
3	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.5, 14.6, 14.7, 14.8 [Preempted by NSM]	730p-8p	M--ThF----	1:00	(\$400.00)	0.00	NM																																																																												
5	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	730p-8p	M--ThF----	1:00	\$400.00	0.00	NM																																																																												
6	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	730p-8p	M--ThF----	1:00	\$400.00	0.00	NM																																																																												
7	WLYH	11/01/12-11/05/12	Sat Reg 1 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	8p-9p	-----Sa--	1:00	\$300.00	0.00	NM																																																																												
8	WLYH	11/01/12-11/05/12	Sun Reg 2 Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight]	8p-9p	-----Su	1:00	\$300.00	0.00	NM																																																																												
N15	WLYH	11/01/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M--TF--	1:00	2	\$250.00	P-2	0.00	NM	2	\$500.00																																																																						
N16	WLYH	11/01/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	M--TF--	1:00	2	\$130.00	P-2	0.00	NM	2	\$260.00																																																																						
N17	WLYH	11/01/12	11/05/12	M-F 11p-1130p M-F 11p-1130p	CM	11p-1130p	M--TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00																																																																						
N18	WLYH	11/01/12	11/05/12	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	M--TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00																																																																						
N19	WLYH	11/01/12	11/05/12	Sa 1030p-1130p Sa 1030p-1130p	CM	1030p-1130p	-----S-	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00																																																																						
N20	WLYH	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00																																																																						
N21	WLYH	11/01/12	11/05/12	Su 1030p-11p Su 1030p-11p	CM	1030p-11p	-----S	1:00	1	\$140.00	P-2	0.00	NM	1	\$140.00																																																																						
N22	WLYH	11/01/12	11/05/12	Su 11p-1130p Su 11p-1130p	CM	11p-1130p	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00																																																																						
N23	WLYH	11/01/12	11/05/12	Su 1130p-12a Su 1130p-12a	CM	1130p-12a	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00																																																																						
N24	WLYH	11/01/12	11/05/12		CM	8p-9p	-----S-	1:00	2	\$300.00	P-2	0.00	NM	1	\$300.00																																																																						

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
Sat Reg 1																
Sat 8p-9p																
Spot	Ch	Date Range		Description		Start/End Time		Weekdays	Length	Rate		Rtg	Type			
2	WLYH	11/01/12-11/05/12		Sat Reg 1		8p-9p		-----Sa--	1:00	(\$300.00)		0.00	NM			
See MG 14.5,14.6,14.7,14.8																
[Preempted by NSM]																
N25	WLYH	11/01/12	11/05/12	Sat Reg 2	CM	9p-10p		-----S-	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
Sat 9p-10p																
N26	WLYH	11/01/12	11/05/12	Sun Reg 2	CM	8p-9p		-----S	1:00	2	\$300.00	P-2	0.00	NM	1	\$300.00
Sun 8p-9p																
Spot	Ch	Date Range		Description		Start/End Time		Weekdays	Length	Rate		Rtg	Type			
1	WLYH	11/01/12-11/05/12		Sun Reg 2		8p-9p		-----Su	1:00	(\$300.00)		0.00	NM			
See MG 14.5,14.6,14.7,14.8																
[Preempted by NSM]																
N27	WLYH	11/01/12	11/05/12	Sun Reg 3	CM	9p-10p		-----S	1:00	1	\$270.00	P-2	0.00	NM	1	\$270.00
Sun 9p-10p																
N28	WLYH	11/01/12	11/05/12	Big East Football	CM	Various		-----S-	1:00	1	\$140.00	P-2	0.00	NM	1	\$140.00
Big East Football																
Totals														49	\$8,940.00	